

## ORDER



**Orders**  
**Order / Rev:** 204948  
**Alt Order #:**  
**Product Desc:** STABENOW FOR SENATE 2012  
**Estimate:** 11849  
**Flight Dates:** 10/22/12 - 10/28/12  
**Original Date / Rev:** 10/04/12 / 10/04/12  
**Order Type:** REG

**Primary AE:** WOOD Local House  
**Sales Office:** L-GR  
**Sales Region:** Loc

**Agency**  
**Name:** Media Strategies & Research  
**Buying Contact:**  
**Billing Contact:**  
 1580 Lincoln Street  
 Denver, CO 80203

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** POL/Stabenow for Senate 2012  
**Demographic:** A25-54  
**Product Codes:** PL5  
**Priority:** P4  
**Revenue Codes:** AGY, POL, POL-CAND

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:** IN2114/IN2116/SP1753/AU1239/AL18/

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/27/12	14	\$7,825.00	\$6,651.25

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	14	\$7,825.00	\$6,651.25	0.00
<b>Totals</b>	<b>14</b>	<b>\$7,825.00</b>	<b>\$6,651.25</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
WOOD Local House			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WOOD	10/22/12	10/25/12	6am Daybreak 6am Daybreak	CM	6-7a	1-11---	:30	3	\$650.00	P3	0.00	NM	3	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	1-11---		3			\$650.00			0.00			
2	WOOD	10/23/12	10/23/12	Today Show 3 Today Show 3	CM	10-11a	-1-----	:30	1	\$200.00	P4	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	-1-----		1			\$200.00			0.00			
3	WOOD	10/25/12	10/25/12	M-F 2-3p Rachael Ray	CM	2-3p	---1---	:30	1	\$125.00	P4	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	---1---		1			\$125.00			0.00			
4	WOOD	10/24/12	10/26/12	M-F 3-4p Dr Oz	CM	3-4p	--1-1--	:30	2	\$125.00	P4	0.00	NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	--1-1--		2			\$125.00			0.00			
5	WOOD	10/22/12	10/22/12	M-F 5p News M-F News 8 @5p	CM	5-530p	1-----	:30	1	\$1,150.00	P3	0.00	NM	1	\$1,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	1-----		1			\$1,150.00			0.00			
6	WOOD	10/23/12	10/23/12	M-F 530p News M-F News 8 @ 530p	CM	530-6p	-1-----	:30	1	\$1,150.00	P3	0.00	NM	1	\$1,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	-1-----		1			\$1,150.00			0.00			

Order / Rev: 204948  
 Alt Order #:  
 Flight Dates: 10/22/12 - 10/28/12

Advertiser: POL/Stabenow for Senate 2012  
 Product Desc: STABENOW FOR SENATE 2012  
 Estimate: 11849

WOOD

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
7	WOOD	10/27/12	10/27/12	Sat Hour 2 Saturday 9-10p	CM	9-10p	-----1-	:30	1	\$200.00	P5	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----1-		1			\$200.00			0.00			
8	WOOD	10/22/12	10/22/12	LN M-F M-F News 8 @ 11	CM	11-1135p	1-----	:30	1	\$1,450.00	P3	0.00	NM	1	\$1,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	1-----		1			\$1,450.00			0.00			
9	WOOD	10/24/12	10/26/12	Tonight Show/Jay Leno Tonight Show w/ Leno	CM	1135-1235a	--1-1--	:30	2	\$300.00	P4	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	--1-1--		2			\$300.00			0.00			
N10	WOOD	10/25/12	10/25/12	Thur Hour 1 Thursday 8-9p	CM	8-9p	---1---	:30	1	\$750.00	P4	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	---1---		1			\$750.00			0.00			
Totals													14	\$7,825.00	